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DJT/ WH/AB
October 31, 2

A circular patent stamp. The outer ring contains the text "O I P E" at the top and "PATENT & TRADEMARK OFFICE" at the bottom. The center of the stamp contains the date "NOV 02 2007".

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Felix Yen, Kirk Cameron and Mark Fagnani

Application No.: 09/873,786 Group: 2155

Filed: June 4, 2001 Examiner: Oanh L. Duong

Confirmation No.: 2843

For: USING VIEWERSHIP PROFILES FOR TARGETED PROMOTION DEPLOYMENT

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AMENDMENT

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This Amendment and Request for Continued Examination (RCE) is being filed in response to the Office Action mailed from the U.S. Patent and Trademark Office on September 14, 2007 in the above-identified application. Reconsideration and further examination are requested.